

**Maine Revised Statutes**  
**Title 28-A: LIQUORS**  
**Chapter 19: AGENCY LIQUOR STORES**

**§460. AGENCY LIQUOR STORE TASTE TESTING OF DISTILLED SPIRITS**

**1. Taste testing on agency liquor store premises.** Subject to the conditions in subsection 2, the bureau may authorize an agency liquor store stocking at least 200 different codes of distilled spirits products to conduct taste testing of distilled spirits on that licensee's premises. Any other consumption of alcoholic beverages on an agency liquor store's premises is prohibited, except as permitted under section 1205 or 1207.

[ 2009, c. 459, §1 (NEW) . ]

**2. Conditions on taste-testing activities.** The conditions under this subsection apply to taste-testing activities under this section.

A. Distilled spirits may not be served to persons who have not yet attained 21 years of age. [ 2009, c. 459, §1 (NEW) . ]

B. A person may not be served more than a total of 1 1/2 ounces, in 1/2 ounce servings, of distilled spirits having an alcohol content of 80 proof or less; or, for distilled spirits containing an alcohol content of greater than 80 proof, a person may not be served more than a total of 3/4 of an ounce in 1/4 ounce servings. [ 2009, c. 459, §1 (NEW) . ]

C. Distilled spirits must be dispensed using a standard measuring device. [ 2009, c. 459, §1 (NEW) . ]

D. Distilled spirits having an alcohol content of greater than 80 proof may not be offered for tasting at the same time as distilled spirits having an alcohol content of 80 proof or less. [ 2009, c. 459, §1 (NEW) . ]

E. A person may not be charged a fee for any distilled spirits served as part of a taste-testing activity. [ 2009, c. 459, §1 (NEW) . ]

F. A person may not be served who is visibly intoxicated. [ 2009, c. 459, §1 (NEW) . ]

G. Taste testing must be limited to a designated area. [ 2009, c. 459, §1 (NEW) . ]

H. Taste testing must be conducted within the hours of retail sale established in this Title. [ 2009, c. 459, §1 (NEW) . ]

I. The agency liquor store must obtain the written permission of the bureau before conducting any taste-testing activity. [ 2009, c. 459, §1 (NEW) . ]

J. The agency liquor store may conduct up to 3 tastings per month, including tastings conducted under sections 1205 and 1207. [ 2011, c. 103, §1 (AMD) . ]

K. Taste testing is not allowed in any municipality where on-premises and off-premises sales are not allowed pursuant to chapter 5. [ 2009, c. 459, §1 (NEW) . ]

L. The agency liquor store must notify the bureau of the date and time scheduled for all taste-testing events. [ 2009, c. 459, §1 (NEW) . ]

M. The agency liquor store must purchase all distilled spirits served at a taste testing from the wholesale liquor provider as defined in section 501. [ 2009, c. 459, §1 (NEW) . ]

N. Prior to a taste-testing event, the agency liquor store shall post prominently at the entrance to the store a sign that announces the date and time of the event. [ 2013, c. 368, Pt. V, §33 (AMD) . ]

O. An agency liquor store, with prior approval from the bureau, may conduct an invitation-only taste-testing event at the agency liquor store's premises in place of or to coincide with a taste-testing event that is open to the public. A taste-testing event that is exclusively invitation only is not subject to the posting requirement in paragraph N. [2009, c. 510, §3 (NEW).]

[ 2013, c. 368, Pt. V, §33 (AMD) .]

**3. Rules.** The bureau may adopt rules to implement this section. Rules adopted pursuant to this subsection are routine technical rules as defined in Title 5, chapter 375, subchapter 2-A.

[ 2013, c. 476, Pt. A, §17 (AMD) .]

#### SECTION HISTORY

2009, c. 459, §1 (NEW). 2009, c. 510, §§1-3 (AMD). 2011, c. 103, §1 (AMD). 2013, c. 368, Pt. V, §§33, 34 (AMD). 2013, c. 476, Pt. A, §17 (AMD).

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